

# STRATEGY FRAMEWORK

## GUIDING VALUES



Improving & extending people's lives



Making extraordinary impact



Inspiring passionate commitment



Speaking with a trustworthy voice



Building powerful partnerships



Bringing science to life



Ensuring equitable health for all



Meeting people where they are

## MISSION STATEMENT

To be a relentless force for a world of longer, healthier lives.

## STRATEGIC VALUE PROPOSITION

The AHA is a **catalyst** to achieving maximum impact in equitable health and well-being.

## 2024 IMPACT GOAL

Every person deserves the opportunity for a full, healthy life. As **champions for health equity**, by 2024, the American Heart Association will advance cardiovascular health for all, including identifying and removing barriers to health care access and quality.

### HEALTH EQUITY SUCCESS INDICATORS



Cardiovascular health for all

Indicators of improvement:

- » High blood pressure control
- » Tobacco-free living



Increase in health care access



Improvement in health care quality

### HEALTH EQUITY:

Everyone deserves an optimal and just opportunity to be healthy, giving special attention to the needs of those at greatest risk of poor health. No one is disadvantaged from achieving their potential because of social position or any other socially defined circumstance.

### BARRIERS

Drivers of health disparities we will address include:

- » **Social Determinants of Health:** The conditions in which people live shaped by the distribution of money, power and resources.
- » **Structural Racism:** A system in which public policies, institutional practices, cultural representations and norms perpetuate racial inequity.
- » **Rural Health:** Geographic and resource challenges leading to gaps in health and health care.

## BRAND GOAL

Relevancy from 27% to 31% among adult women in the U.S.

## REVENUE GOAL

Growth to \$1 Billion Annually



# STATEMENT OF AMERICAN HEART ASSOCIATION HEALTH EQUITY & STRUCTURAL RACISM COMMITMENTS

To Address the Drivers of Health Disparities including Social Determinants of Health and Structural Racism

**Achieving health equity is core to the American Heart Association's Guiding Values, Mission and 2024 Impact Goal. Addressing the drivers of health disparities, including the social determinants of health and structural racism, is the only way to truly achieve equitable health and well-being for all.**

**For these reasons, between now and 2024, we specifically commit to:**

1. Investing \$100 million in new research programs and grants focused on science-based solutions to health inequities and structural racism. We also will expand diversity-research opportunities for underrepresented racial and ethnic groups in science and medicine through grant funding, STEM programs, and our HBCU and EmPOWERED to Serve Scholars programs.
2. Investing in community-led solutions to address health inequity and structural racism. Specifically, we will raise and invest at least \$100 million to address the barriers to health equity at the community level through our Social Impact Fund, the Bernard J. Tyson Social Impact Fund, and our community issues campaigns, including Voices for Healthy Kids.
3. Improving access to and the quality of health care for under-resourced populations and those in rural communities, as part of our 50-state focus on Medicaid expansion. We also will dedicate our advocacy and community resources to secure this coverage in all states lacking expanded access.
4. Leveraging our advocacy, science and news media enterprise against companies targeting individuals in disadvantaged communities with unhealthful products including sugary beverages and tobacco products (including e-cigarettes) with addicting flavors and menthol.
5. Launching, in partnership with the U.S. Department of Health and Human Services (HHS), a \$121+ million-dollar nationwide hypertension initiative to address a main source of poor cardiovascular health in Black, Hispanic, and Indigenous communities, funded by the federal government. Under the partnership we will team with HHS to support select Health Resources and Services Administration (HRSA) funded health centers and associated communities. The collective aim is to elevate quality of care delivered in these Centers, provide evidence-based education to providers and clinicians, and engage patients with training to effectively control hypertension. AHA will also leverage and expand its existing hypertension programs in Federally Qualified Health Centers (FQHC).
6. Using our extensive clinical registry programs to capture data and create new scientific knowledge on the health effects of social determinants of health and health care quality variances among racial and ethnic groups, and reporting on this data regularly through our quality improvement programs.
7. Collaborating with our CEO Roundtable to architect a road map, conceptual framework, and related tools for employers to identify and dismantle practices and policies in the workplace that contribute to structural racism and health inequities, all based on the AHA Presidential Advisory Call to Action: Structural Racism as a Fundamental Driver of Health Disparities. We will collaborate with the Business Roundtable to launch this effort with a CEO Broadcast in January 2021.
8. Creating a digital learning platform for clinicians, health professionals, and scientists with courses on issues of reversing structural racism and improving health equity in the delivery of health care, and courses on professional development of the science and clinical workforce. In our scientific meetings, we will continue pushing for a diversity of speakers and commentators.
9. Elevating the focus of our scientific journals, including *Circulation* and *Stroke*, on disparities, anti-racism, health equity, community engaged/community based participatory research and implementation science. We will ensure these topics are prioritized for publication, and we will assess the diversity of authors in our journals, including editorial commentaries.
10. Increasing the diversity of our workforce, including leadership. We are committed to filling at least one-third of hires with diverse individuals. We will mitigate bias in the recruitment, development, advancement and retention of diverse colleagues by providing ongoing learning and development experiences, leveraging our behavioral and integrated interviewing system, incorporating industry leading platforms and working with diverse alliance partners.